

Strategic Plan for Tobacco Prevention and Control in Idaho - 2003

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EXECUTIVE SUMMARY

The Coalition for a Healthy Idaho (CHI), the Tobacco Free Idaho Alliance (TFIA) and the Idaho Tobacco Prevention and Control Program (ITPCP) collaborated to sponsor a statewide effort to assess tobacco control, evaluate alternatives, and develop and implement a comprehensive, strategic plan that will have a tremendous impact on tobacco use and on the health of Idaho citizens.

The strategic plan currently focuses on developing an effective, statewide, integrated delivery system. Programs will continue to have significant attention as they are carried out by various agencies. Integration and communication between these agencies and their activities will be fostered within this infrastructure. The result will be a more effective delivery system.

Planning team members were chosen based on what they could bring to the discussion and to represent a broad and inclusive perspective. The group consisted of state and local agencies and associations, along with those who work in medicine, military, and public schools. The planning team met in Boise, Idaho five times over a period of six months in a process designed to build an effective team, examine the climate and needs of tobacco use prevention and control, identify strategic priorities, and launch a continuing strategic effort.

The process resulted in four strategic goals that are listed below. Each included subordinate goal strategies which are detailed at length in that section of the report. These were concluded to be collectively the most important needs for the state of Idaho however their order is not intended to suggest prioritization within them.

Strategic Goal – Programmatic Enhancement

Strengthen and expand clean indoor air laws to eliminate smoking in public places and enhance comprehensive tobacco control programs in the state of Idaho.

Strategic Goal – Partner Integration

Create a mechanism and means in Idaho to coordinate and facilitate tobacco control and prevention efforts among all the partners.

Strategic Goal – Information and Communication

Create an information and communication network¹ accessible to all Idahoans regarding tobacco related issues that will collect, coordinate and disseminate information effectively and appropriate to needs.

Strategic Goal – Policy Education

Establish a formal process to educate, inform, and influence Idaho legislators, other public officials and policy makers for comprehensive tobacco prevention and control policy.

¹ Refers to the coordination of communication mechanisms throughout the state of Idaho.

In addition, the planning group described an ongoing process to evaluate progress and modify the plan and its contents as circumstances warrant. This too is described in length in the appropriate section. In summary, the workgroup will continue to meet at appropriate intervals over the next two years to evaluate progress and reinvigorate the process as needed.

PURPOSE OF THE STRATEGIC PLAN

Organizations have determined through a great deal of trial and effort that strategic planning is essential to the success of their mission. In those cases where no formal organization exists, collaborative efforts form to create direction that would otherwise not exist. Such is the case with comprehensive tobacco control within the state of Idaho.

While there are numerous partners doing effective and extraordinary work to protect the health of our citizens, there exists a gap in that no single partner has a mission to assess the strategic needs of the entire state. Therefore, this strategic planning effort creates a broad and inclusive guide to the efforts of all partners.

This process extends further still. It creates a continuing process to assess statewide needs and performance. That process will actively work to integrate and coordinate the activities of Idaho's tobacco control partners with an aim to build greater effectiveness for the benefit of all the state's citizens.

The goals of this strategic planning process follow:

- To set the direction for comprehensive, state-wide tobacco control for the state of Idaho for the next five years.
- To create an interactive and continuing group process to monitor and evaluate strategic direction.
- To facilitate the coordination and integration of tobacco control efforts among tobacco control partners in the state.

HIGH LEVEL DIRECTION

The vision, strategic direction and values of the plan are as listed below.

Vision: ...sets forth our long term desires for Idaho.

To create a state free from tobacco-related death and disease

Strategic

Direction: ...charts the course, providing a mission for comprehensive tobacco control in the state.

Idaho will...

- ✓ *Prevent initiation of tobacco use among youth and young adults.*
- ✓ *Promote tobacco use cessation among adults and youth.*
- ✓ *Eliminate exposure to second hand smoke.*
- ✓ *Identify and eliminate tobacco related disparities among population groups.*
- ✓ *Nurture and develop statewide collaboration and infrastructure necessary for successful tobacco control.*

Values: ...are the concepts and code of conduct members of the strategic planning group actively support and follow. They are broad in nature and fundamental to our vision and strategic direction.

- ✓ *The strategic planning team strives to establish effective guidance along with a plan document and a continuing process to ensure effectiveness.*
- ✓ *The team encourages and supports participation and inclusion.*
- ✓ *The team strives toward parity with members including the organizations they represent.*
- ✓ *The team fosters appropriate disagreement through effective interaction and conflict resolution.*
- ✓ *The team will evaluate the process and results for maximum benefit.*

STRATEGIC GOALS AND STRATEGIES

As a culmination of the environmental scan, the information was used to identify potential critical issues. There were fourteen critical issues isolated and refined (see Appendix B). The critical issues were organized and grouped, and by process of elimination, four strategic goals were developed and goal strategies were defined. The following are the strategic goals and strategies formed for the state of Idaho, presented in no particular order of importance.

Programmatic Enhancement Strengthen and expand clean indoor air laws to eliminate smoking in public places and enhance comprehensive tobacco control programs in the state of Idaho.

Goal Strategies

- a) Coalition for a Healthy Idaho and Idaho Tobacco Prevention and Control Program will perform assessment of voter initiatives versus grassroots community efforts to determine appropriate direction for clean indoor air efforts including resource requirements and appropriate responsibilities.

- b) Manage demand for ongoing local clean indoor air support including identifying additional resources to be brought into the process when needed.
- c) Create a long-term programmatic plan based on the results of an updated statewide gap analysis.
- d) Monitor legislative activity and communicate appropriately for emerging circumstances.

There was much discussion in the group about clean indoor air. Many believed this to be the most important goal area for Idaho. Others believed it to be more of a strategy to reach a broader goal. And still others thought it to be a programmatic issue inconsistent with the other infrastructure related strategic goals. In the end, it was determined that clean indoor air needed focus because of its potential impact on Idaho. Subsequently the goal was broadened further to reflect continuing enhancement of all aspects of comprehensive tobacco control while not reducing the importance of clean indoor air efforts .

Partner Integration Create a mechanism and means in Idaho to coordinate and facilitate tobacco control and prevention efforts among all the partners.

Goal Strategies

- a) Assess Coalition for a Healthy Idaho and Tobacco Free Idaho Alliance to identify existing activities and capabilities.
- b) Conduct facilitated discussions with Coalition for a Healthy Idaho and Tobacco Free Idaho Alliance to determine optimal roles and responsibilities between the two coalitions.
- c) Engage in a larger discussion of roles and responsibilities with the respective coalition constituents as a result of (b) in order to realign the coalitions appropriately.
- d) Perform an inventory of all statewide tobacco prevention and control efforts.

In order for this plan to have a positive and effective direction, responsibilities and roles need to be determined and organized in a workable fashion. Since this is a “Statewide Strategic Plan for Tobacco Control in Idaho” the role of each partner and constituent must be agreed upon for the process to continue and be successful.

Information & Communication Create an information and communication network accessible to all Idahoans regarding tobacco related issues that will collect, coordinate and disseminate information effectively and appropriate to needs.

Goal Strategies

- a) Determine the lead responsibility for the network.
- b) Assess existing communication mechanisms, information needs including the quality of information, economic statistics and health indicators.
- c) Define the system inflow, storage, access, outflow and measurement/evaluation.
- d) Mobilize the citizenry via the network.

There are numerous communication mechanisms distributing tobacco education information in a number of forms. These need to be brought into harmony so all information and mechanisms are effective.

Policy Education Establish a formal process to educate, inform, and influence Idaho legislators, other public officials and policy makers for comprehensive tobacco prevention and control policy.

Goal Strategies

- a) Develop target lists of those to educate, define the knowledge needs and factors of influence, create strategies of approach and cultivation, and design a critical response protocol.
- b) Advocate to maintain and increase taxes on tobacco products.
- c) Preserve local control by opposing preemption legislation.
- d) Mobilize the citizenry to influence policy.

There was consensus among the planning group members that legislators and public officials need to be better informed on tobacco issues. Furthermore, that a continuous process of engagement and enlistment is essential to develop long-term tobacco control effectiveness.

CONTINUING PROCESS AND ACTIVITIES

MONITORING AND CONTINUANCE

The workgroup established a two-year interval for major revision of the strategic plan to keep it current. Group membership will remain static for a two-year period to ensure continuity. However, attrition is to be expected and will result in one-for-one replacement as such attrition occurs. After the two-year continuity period, the group will discuss ways and means to ensure appropriate transitions in membership.

EVALUATION

Evaluation of the plan will take place in six month intervals and will be integrated with coalitions meetings to ensure maximum reporting benefits. The evaluation will be performed by this workgroup with the addition of an evaluation specialist from the Idaho Tobacco Prevention and Control Program

MARKETING THE PLAN

Since there are numerous constituencies in Idaho who are invested or affected by this strategic plan, the document is designed to be simple to read and appropriately brief to aid in its use as a guidance mechanism. The plan will also be summarized as a marketing publication to further the ease of communication.

APPENDIX A - GLOSSARY

Coalition for a Healthy Idaho (CHI) – Coalition created to reduce the impact to tobacco on the health of Idahoans by:

1. reducing exposure to secondhand smoke through local initiatives
2. continuing to educate the public and policymakers on the importance of a comprehensive tobacco prevention and control program
3. providing guidance and information on policy and systems changes in relation to tobacco control and prevention

Clean Indoor Air – A term used to describe voluntary and/or non-voluntary policy which prevents smoking in a designated place.

Comprehensive Tobacco Control Programs – The Centers for Disease Control and Prevention recommended that States establish tobacco control programs that are comprehensive, sustainable, and accountable. The nine recommended program components are: Community Programs, Chronic Disease Programs, School Programs, Enforcement, Statewide Programs, Counter-Marketing, Cessation Programs, Surveillance and Evaluation, and Administration and Management.

Disparate population - “Populations can suffer from health disparities based on race/ethnicity, gender, age, income, insurance status, rural or urban geographic location, sexual orientation, housing status, occupation, or health behaviors. These population-specific differences in the presence of disease, health outcomes, or access to health care are ‘health disparities.’ Reasons for health disparities include differences in risk factors, lack of access to health care, inadequately targeted prevention messages, and cultural differences between the health care system and the populations it serves.”
<http://www.hrsa.gov/omh/omh/disparities>

Idaho Tobacco Prevention and Control Program (ITPCP) – Part of Idaho Department of Health and Welfare, ITPCP has been in existence since 1994 and is funded in part by the Centers for Disease Control and Prevention. The four primary objectives of the ITPCP are:

- Preventing the initiation of tobacco use
- Eliminating environmental tobacco smoke
- Promoting cessation
- Eliminating disparities among population groups

Information and communication network – A system designed specifically to bring all needs for information and communication into a cohesive whole. It includes a needs based definition of output, then builds the means to collect and store information as well as designing appropriate methods for disseminating information and communicating base to a variety of recipients. Finally, it includes a feedback and evaluation mechanism to ensure effective operation.

Millennium Income Fund Committee – A committee comprised of legislators and co-chaired by a Representative and a Senator, tasked with recommending to the Joint Finance Appropriation Committee (JFAC) how the funds from the Master Settlement Agreement should be awarded.

Master Settlement Agreement – The settlement between tobacco companies and states that addresses how the tobacco industry promotes their product and awards money to the states in order to repay the money used to treat tobacco related illnesses.

Preemption - Preemption is a provision in state (or federal) law which eliminates the power of local (or state and local) governments to regulate tobacco.

Second-Hand Smoke – A mixture of the smoke given off by the burning end of a tobacco product and the smoke exhaled from the lungs of smokers.

Tobacco – Includes all forms: cigarettes, cigars, spit, chew, and snuff.

Tobacco Free Idaho Alliance (TFIA) – The mission of TFIA is a partnership with statewide, community-based agencies dedicated to promoting health and preventing disease, by reducing tobacco use in Idaho. This vision is accomplished by building strong local coalitions; by developing public policies that support the alliance goals; and by synergizing state tobacco control activities.

APPENDIX B - CRITICAL ISSUES

There were fourteen critical issues isolated and refined. It is important to note that the critical issues were distributed among a group of extended constituents for their comments and feedback. The critical issues are not listed in order of importance or need.

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|---------------------------|---|
| Critical Issue #1 | To mobilize the public in order to create a voice for tobacco control and prevention in Idaho. |
| Critical Issue #2 | To develop a means of communication for tobacco control and prevention that results in immediate actions by appropriate parties. |
| Critical Issue #3 | To create a process that sustains the outcomes of this strategic planning effort resulting in effective action in the state. |
| Critical Issue #4 | To strengthen clean indoor air laws. |
| Critical Issue #5 | To establish the means to show impact through evaluation, economics and health indicators. |
| Critical Issue #6 | To address the fragmentation of partners and parties in tobacco prevention and control in Idaho. |
| Critical Issue #7 | To address the need for collaboration among partners in Idaho. |
| Critical Issue #8 | To broaden the funding base for tobacco prevention and control, thereby weakening the impact of industry funding. |
| Critical Issue #9 | To educate legislators and public officials about the importance of tobacco prevention and control. |
| Critical Issue #10 | To educate youth through school programs that include community involvement, statewide consistency, and research based activities. |
| Critical Issue #11 | To improve the comprehensive nature of tobacco prevention and control by focusing efforts on under-funded areas identified by Coalition for a Healthy Idaho's gap analysis. |
| Critical Issue #12 | To build a wider partnership base by including non-health groups such as businesses, insurers, legislators, labor and military. |
| Critical Issue #13 | To increase involvement of health partners such as Idaho Medical Association and universities. |
| Critical Issue #14 | To broaden participation to include those affected by the work as well as those who increase legitimacy and effectiveness. |

APPENDIX C - WORK GROUP MEMBERS

Ron Chapman, Facilitator	Chapman & Company, LLC, Albuquerque, NM
Gail Baird	Coalition for a Healthy Idaho, Boise
Barry Bennett, M.D.	Physician, Idaho Falls
Diane Brumley	Woodland Middle School Teacher, Coeur d'Alene
Michelle Buskey	Tobacco Prevention and Control Program, Boise
Selina Carver	Tobacco Prevention and Control Program, Boise
Rob DeVinaspre	Idaho Society for Respiratory Care, Boise
Margy Gonzalez	Idaho Commission on Hispanic Affairs, Boise
Judy Gordon	Benewah Medical Center, Plummer
Debra Hanks	Benewah Medical Center, Plummer
Mary MacConnell	American Heart Association, Boise
Maggie Mann	Southeast District Health Department, Pocatello
Dave Pederson	Mountain Home Air Force Base, Mountain Home
Neill Piland	ISU Institute of Rural Health, Pocatello
Ferd Schlapper	Tobacco Free Idaho Alliance, Boise
Sonja Schriever	North Central District Health Department, Lewiston
Candice Shields	Boise State University Student, Boise
Ivie Smart	Tobacco Prevention and Control Program, Boise
Helen Stroebe	Coalition for a Healthy Idaho, Boise